THE EFFECT OF PRODUCT QUALITY, ELECTRONIC WORD OF MOUTH AND PROMOTION ON SOMETHINC SKINCARE PURCHASE DECISIONS

Wahyu Putri Utami[1]
Universitas Muhammadiyah Gresik, Gresik, Indonesia
utamiputri029@gmail.com

Anita Handayani[2]
Universitas Muhammadiyah Gresik, Gresik, Indonesia
anita.handayani@umg.ac.id

Abstract

The objective of this research is to analyze the partial and simultaneous effects of Product Quality, Electronic Word of Mouth (eWOM), and Promotion on the purchase decision for Somethinc products. The population in this study consists of all consumers who have used Somethinc products at least once in the Gresik region. The research employs primary data with a sample size of 160 respondents, using accidental sampling as the sampling technique. The analyses conducted include validity tests, reliability tests, normality tests, multicollinearity tests, heteroskedasticity tests, multiple linear regression, F-tests, t-tests, and coefficient of determination tests. The study concludes that Product Quality, Electronic Word of Mouth, and Promotion have a positive and significant partial effect on the purchase decision.

Keywords: Product Quality, Electronic Word of Mouth (eWOM), Promotion, Purchase Decision

INTRODUCTION

The beauty industry, particularly skincare products, has experienced rapid growth in the era of globalization. Cosmetics have become a primary necessity for both women and men, serving as a means to boost self-confidence. Indonesia holds significant potential in the beauty market, but this also creates intense competition among brands.

Somethinc is a local beauty brand established by PT. Royal Pesona Indonesia in March 2019. The brand focuses on offering high-quality products that meet international standards, are safe, and are halal-certified. Somethinc's success is evident from its achievement as the top-selling skincare brand on e-commerce platforms during the April-June 2022 period, with revenue reaching 53.2 billion Indonesian Rupiah.
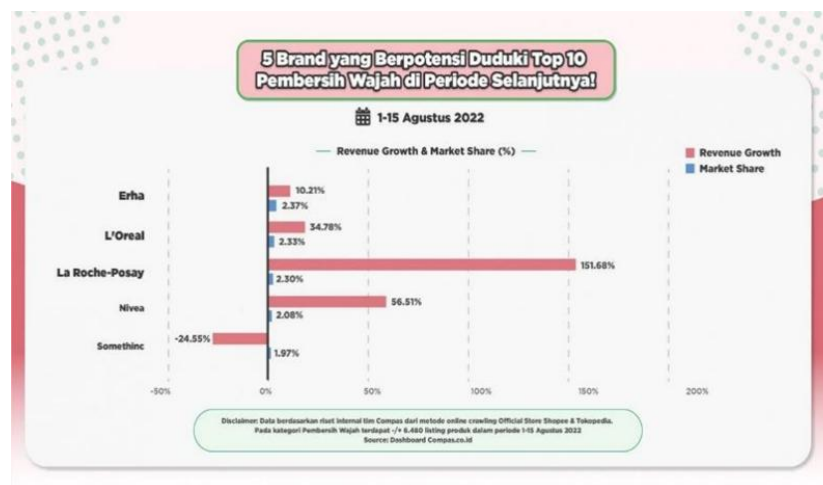

Source: compass.co.id (2022)

However, in August 2022, Somethinc experienced a significant decline in sales within the facial cleanser category, with its market share dropping to only 1.97% and falling to the 15th rank. The brand's revenue growth even decreased by 24.55%. This decline is believed to be caused by complaints or negative reviews

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regarding product quality issues, ranging from discrepancies in product content to an unpleasant odor.

This decline is closely related to Electronic Word of Mouth (E-WOM) , which has become highly influential in the digital era. Indonesia has 4.76 billion active social media users, accounting for 59.4% of the total population. Digital platforms have become the primary place where consumers share their experiences and reviews of products. According to Kotler and Keller (2016), E-WOM refers to marketing that uses the internet to create word-of-mouth effects.
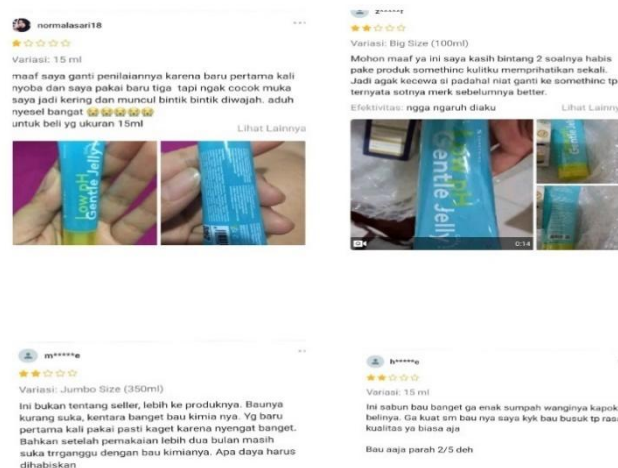
Source: Shopee Marketplace Somethinc 2025

Negative reviews from customers indicate complaints regarding the quality of Somethinc facial cleanser products that do not match the claims listed, ranging from inappropriate contents to pungent odors. These reviews then spread across various forums and discussion groups, influencing the perceptions of potential buyers and resulting in decreased sales. Although there are many satisfied customers, these negative voices are starting to dominate conversations and make potential buyers hesitate. In the face of fierce competition, Somethinc implements various promotional strategies to attract consumers from various

circles. Promotion is an activity that communicates product advantages and persuades customers to buy the product. One of the promotional strategies carried out by Somethinc is to make K-pop idol NCT Dream a brand ambassador, who has millions of followers on various social media platforms.

LITERATURE REVIEW

Product Quality

Research conducted by Purnama & Rialdy (2021), product quality is the power of a product in carrying out its functions including durability, reliability, accuracy, accessibility of operation or repair, and other attributes. According to Budiyanto (2016:490), product quality refers to the extent to which a product can meet or satisfy customer needs and desires. Product quality indicators include several important aspects. Product durability is a reflection of its economic life, indicating how long the product can be used or last. Reliability relates to the probability of a product functioning properly every time it is used. Furthermore, product conformity refers to the level of conformity with previously set specifications. Finally, ease of use and repair is a characteristic that indicates how easily and accurately repair services can be provided for the product.

Electronic Word of Mouth

E-WOM is a review of a product, whether good or bad, that can be accessed by everyone through social media, according to its use, both from consumers and internet-based sellers (Rifki, 2021; Himmah & Prihatini, 2021). According to Prayoga and Mulyandi (2020), Electronic Word of Mouth (e-WOM) indicators include Intensity, where someone expresses their opinion about a product that has been consumed through social media, so that the information can be seen by

other consumers. Valence of Opinion refers to positive or negative reviews given by consumers to a product, generally in the form of reviews or comments on social networking sites. Finally, Content is information about products or services conveyed by the company through social media.

Promotion

Promotion is an activity of notifying, disseminating, and providing information to persuade and offer a product or service to potential buyers to sell the product and make a purchase (Alnando & Hutapea, 2021). Sofyan Assauri (2010) identified five promotion indicators. First, providing information, where promotion not only provides the benefits of time, place, form, and ownership, but also the benefits of information, which are no less important. Second, persuading and influencing consumers, often by highlighting the advantages of a product over other products. Third, creating a positive impression (image) through attractive advertising design. Fourth, satisfying consumer desires by providing the information they need before buying. Finally, advertising is an effective and efficient two-way communication tool between sellers and buyers.

Purchase Decision

A purchase decision is a sequence of related processes of several activities when satisfying one's desires and needs in searching for, buying, and using them until evaluating the goods one already owns. (Purboyo et al., 2021). According to Tobing and Bismala (2015), several indicators can be used to measure purchase decisions. First, the product of choice refers to the results of a purchase decision that considers everything, both profitable and non-profitable, that is obtained through exchange. Second, the brand of choice is the main tool used by marketers to differentiate their products from competitors. Third, determining the time of

purchase is the final decision after evaluating the alternatives available to make a purchase. Finally, the situation at the time of purchase relates to the number of decisions faced by the buyer when making a purchase.

RESEARCH METHOD

This research method uses a quantitative approach to test the relationship between variables and test the proposed hypothesis. The independent variables (independent variables) in this study are Product Quality (X1), Electronic Word of Mouth (X2), and Promotion (X3); the dependent variable (dependent variable) in this study is the purchase decision (Y). The population in this study was all consumers who had used Somethinc Skincare products at least once in the Gresik area. The sample of this study was 160 respondents using primary data with accidental sampling techniques. The collection technique or by distributing questionnaires using Google Forms.

RESULTS AND DISCUSSION

Validity Test

The validity test in this study used IBM SPSS version 25 to determine the validity of the questionnaire. By involving 160 respondents and a significance level of α = 5%, the critical value (r table) was set at 0.1552. If the r count value is greater than or equal to r table, the questions in the questionnaire are considered valid; conversely, if the r count is smaller, the questions are declared invalid. The results of the analysis showed that all items for the variables Product Quality (X1), Electronic Word of Mouth (X2), Promotion (X3), and Purchase Decision (Y) were declared valid, because their r count values exceeded the r table.

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Table 1.

Validity Test of Product Quality Variables, Electronic Word of Mouth Variables, Promotion Variables, and Purchase Decision Variables

Statement	r count	r table	Description
Product Quality (X1)			
X1.1	0,622	0.155	Valid
X1.2	0,663	0.155	Valid
X1.3	0,665	0.155	Valid
X1.4	0,577	0.155	Valid
X1.5	0,576	0.155	Valid
X1.6	0,684	0.155	Valid
X1.7	0,615	0.155	Valid
X1.8	0,748	0.155	Valid
E-WOM (X2)			
X2.1	0,858	0.155	Valid
X2.2	0,837	0.155	Valid
X2.3	0,884	0.155	Valid
X2.4	0,760	0.155	Valid
X2.5	0,849	0.155	Valid
Promotion (X3)			
X3.1	0,664	0.155	Valid
X3.2	0,730	0.155	Valid
X3.3	0,709	0.155	Valid
X3.4	0,678	0.155	Valid
X3.5	0,620	0.155	Valid
Purchase Decision (Y)			
Y1	0,686	0.155	Valid
Y2	0,719	0.155	Valid
Y3	0,776	0.155	Valid
Y4	0,659	0.155	Valid
Y5	0,754	0,.155	Valid

Source: Primary data processed 2025

Reliability Test

According to Sugiyono (2022:121) reliability test is used to measure a questionnaire, which is an indicator of a variable. Reliability test is the level of stability of a measuring instrument in measuring a symptom or event. The higher

the reliability of a measuring instrument, the more stable the measuring instrument is. If the Cronbach's Alpha value is more than 0.60, the statement item in the questionnaire is declared reliable.

Table 2.
Reliability Test

Variabel	Reliability Statistic	
	Cronbach's Alpha	N of items
Product Quality	0.799	8
E-WOM	0.890	5
Promotion	0.708	5
Purchase Decision	0.766	5

Source: Processed primary data, 2025

The results of the analysis show that the Cronbach's alpha value for the Product Quality variable (X1) is 0.799, E-WOM (X2) 0.890, Promotion (X3) 0.708, and Purchase Decision (Y) 0.766. All of these values are more than 0.60, so it can be concluded that all questions in the questionnaire are declared reliable.

Normality Test

The normality test can be known by looking at the significance value ≥ 0.05, then it can be said that the data is normally distributed. In this study, we use Kolmogorov-Smirnov with the exact P-values equation.

Table 3.
Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		150
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.44363642
Most Extreme Differences	Absolute	.048
	Positive	.048
	Negative	-.044

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Test Statistic			. 048
Asymp. Sig. (2-tailed)[c]			.200[d]
Monte Carlo Sig. (2-tailed)[e]	Sig.		.507
	99% Confidence Interval	Lower Bound	.494
		Upper Bound	.520

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 1535910591.

Source: Processed primary data, 2025

Based on the table above, it shows that the normality test value for the Purchase Decision variable is 0.200, which means it is greater than 0.05 (0.200 > 0.05), meaning that the data in this study is normally distributed.

Classical Assumption Test

Multicollinearity Test

The rule used in the multicollinearity test is if the tolerance is more than 0.1 and the Variance Inflation Factor (VIF) value is less than 10, then there is no multicollinearity (Priyatno, 2014).

Table 4.
Multicollinearity Test
Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.284	.520		2.469	.015		
Product Quality	.344	.043	.409	8.051	.000	.256	3.900

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E-WOM	.124	.028	.175	4.447	.000	.427	2.345
Promotion	.440	.041	.450	10.736	.000	.377	2.652

a. Dependent Variable: Purchase Decision

Source: Processed primary data, 2025

From the table above, the results of the multicollinearity test show that the Tolerance value for the Product Quality variable (X1) is 0.256 with a VIF of 3.900, for E-WOM (X2) is 0.427 with a VIF of 2.345, and for Promotion (X3) is 0.377 with a VIF of 2.652. All Tolerance values ≥ 0.1 and VIF ≤ 10, so it can be concluded that there is no multicollinearity problem in this study.

Heteroscedasticity Test

The heteroscedasticity test can be determined by looking at the significance value in the Glejser Test; if the probability value is > 0.05, then it can be concluded that the regression model does not contain heteroscedasticity (Sujarweni & Utami, 2019).

Table 5.
Heteroscedasticity Test
Coefficientsᵃ

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.902	.199		4.539	.000
	X1.1	-.010	.016	-.095	-.605	.546
	X2.1	-.017	.011	-.192	-1.597	.112
	X3.1	.008	.016	.067	.521	.603

a. Dependent Variable: Abs_RES

Source: Processed primary data, 2025

Based on the results of the Glejser heteroscedasticity test on the product quality variable (X1) of 0.546, the E-WOM variable (X2) of 0.112, and the

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Promotion variable (X3) of 0.603. It can be concluded that the results do not show heteroscedasticity because the significance value is > 0.05.

Partial Significance Test (T-Test)

The t-test is conducted to measure how much influence one independent variable has on the dependent variable, assuming the other independent variables are constant. The criteria for drawing conclusions based on the test results are that if the probability value (sig) <0.05, then the independent variable affects the dependent variable. Conversely, if the sig value> 0.05, then there is no influence between the independent and dependent variables.

Table 6.
t-test
Coefficients^a

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.284	.520		2.469	.015
	Product Quality	.344	.043	.409	8.051	.000
	E-WOM	.124	.028	.175	4.447	.000
	Promotion	.440	.041	.450	10.736	.000

a. Dependent Variable: Purchase Decision

Source: Processed primary data, 2025

In this analysis, three variables—Product Quality (X1), E-WOM (X2), and Promotion (X3)—were found to have a significant influence on Purchase Decision (Y). First, Product Quality showed a significant value of 0.000, which was smaller than 0.05, with a t-test of 8.051, exceeding the t-table of 1.975. Second, E-WOM also had a significant value of 0.000 and a t-test of 4.447, indicating a significant influence. Third, Promotion showed a significant value

of 0.000 with a t-test of 10.736, which was also greater than the t-table. From these results, it can be concluded that the three variables partially contribute to purchase decisions, emphasizing the importance of product quality, information from other consumers, and promotional strategies in influencing consumer buying behavior. Simultaneous **Significance Test (f Test)**

The iF test is carried out to find out whether the iregression model used is suitable for use as a model for testing data and hypotheses proposed with the criteria if i < i0.05 then the research model is suitable for use, otherwise if iF > i0.05 then the research model is not suitable for use.

Table 7.
f-test
ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2143.829	3	714.610	450.929	.000ᵇ
	Residual	247.221	156	1.585		
	Total	2391.050	159			

a. Dependent Variable: Purchase Decision
b. Predictors: (Constant), Promotion, E-WOM, Kualitas Produk

Source: Processed primary data, 2025

Based on the table above, it is known that the sig value is 0.000, then 0.000 <0.05, and it is known that the calculated F value is 450.929 and the F table value is 2.66, then the calculated F value is 450.929> F table 2.66. It can be concluded that the variables of product quality, E-WOM, and Promotion simultaneously influence purchasing decisions.

Multiple Linear Regression Analysis

This study uses multiple linear regression, conducted using the enter method, where all variables are entered to find the effect of independent

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variables on independent variables by regressing Purchase Decision (Y) as an independent variable and the effect of Product Quality, Electronic Word of Mouth, and Promotion as independent variables.

Table 8.
Results of Multiple Linear Regression Analysis
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.284	.520		2.469	.015
	Product Quality	.344	.043	.409	8.051	.000
	E-WOM	.124	.028	.175	4.447	.000
	Promotion	.440	.041	.450	10.736	.000

a. Dependent Variable: Purchase Decision

Source: Processed primary data, 2025

Based on multiple linear regression analysis, the equation Y = 1.284 + 0.344X1 + 0.124X2 + 0.440X3 is obtained, which shows the influence of the variables Product Quality (X1), E-WOM (X2), and Promotion (X3) on Purchasing Decisions (Y).

Determination Coefficient Test (Adjusted R Square)

Determination (R^2) is used to see how much the contribution of the influence of the independent variables (Product Quality, Electronic Word of Mouth, and Promotion) to the dependent variable (Purchase Decision). To see how much the correlation or relationship between the independent variables and the independent variables is, by looking at the value of R.

Table 9.
Determination Coefficient Test (Adjusted R Square)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.947ᵃ	.897	.895	1.259

a. Predictors: (Constant), Promotion, E-WOM, Purchase Decision

Source: Processed primary data, 2025

Based on these results, it shows that the R Square value is 0.897. This can be interpreted that there is an influence of Product Quality (X1), E-WOM (X2), and Promotion (X3) on Purchasing Decisions (Y), showing a percentage of 89.7%.

The Influence of Product Quality (X1) on Purchasing Decisions (Y) on Somethinc Skincare Products.

The results of the hypothesis test show that Product Quality has a significant effect on Purchasing Decisions, with a significance value of 0.000, which is smaller than 0.05 and a t count of 8.051 exceeding t table 1.976. Product quality is an important factor in purchasing decisions for skincare products, especially amidst increasing consumer awareness of product effectiveness and content.

Research by Novel Apriyani Montolalu et al. (2021) also confirmed the significant influence of product quality on purchasing decisions for Scarlett Whitening skincare, with similar results (0.000 <0.05). In conclusion, product quality is a major factor in influencing purchasing decisions in the skincare market.

The Influence of Electronic Word of Mouth (X2) on Purchasing Decisions (Y) on Somethinc Skincare Products

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The results of the hypothesis test show that Electronic Word of Mouth (e-WOM) has a significant influence on Purchasing Decisions, with a significance value of 0.000 which is smaller than 0.05 and a t count of 4.447 exceeding the t table of 1.976. e-WOM is a trusted source of information for consumers, especially in the beauty industry such as Somethinc skincare products.

Research by Galih (2021) also supports this finding, showing that e-WOM has a significant influence on purchasing decisions on TikTok social media, with a significant result of 0.000 <0.05. In conclusion, e-WOM is a key factor influencing purchasing decisions in the context of skincare products.

The Influence of Promotion (X3) on Purchasing Decisions (Y) on Somethinc Skincare Products

The results of the hypothesis test show that Promotion has a significant influence on Purchasing Decisions, with a significance value of 0.000 which is smaller than 0.05 and a t count of 10.736 exceeding the t table of 1.976. Promotion plays an important role in the beauty industry, especially for Somethinc skincare products which have succeeded in attracting consumer attention.

Research by Gladis Gabrielle et al. (2025) confirmed that promotion has a significant influence on purchasing decisions for Emina products, with equally significant results (0.000 <0.05). In conclusion, promotion is a key factor in influencing purchasing decisions in the skincare market.

CONCLUSION

Based on the research results, it is proven that three main factors have a significant influence on the decision to purchase Somethinc skincare. First, maintaining and consistent product quality is a key factor in building consumer

trust and loyalty, thus encouraging repeat purchases. Second, Electronic Word of Mouth plays an important role as the main source of information that consumers trust in considering purchasing decisions, indicating high trust in digital recommendations. Third, promotional strategies have proven effective in increasing brand awareness, expanding market reach, and persuading consumers to make purchases. These three factors synergize with each other in creating a solid marketing ecosystem for the Somethinc brand, where good product quality is supported by positive word of mouth and reinforced by targeted promotional strategies.

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